



South Carolina Department of Agriculture Hugh Weathers, Commissioner

Ask for South Carolina.

Nothing's Fresher. Nothing's Finer.

FOR IMMEDIATE RELEASE – June 18, 2008

SC Food Entrepreneur to be featured on the Today Show – barbecue pitmasters compete on show
COLUMBIA, SC – South Carolina Specialty Food Association member, Jimmy Hagood, will be the featured guest on NBC's Today Show on Monday, June 23rd.

The Charleston caterer and specialty food entrepreneur, a registered member of the Certified SC Program, will showcase his BlackJack Barbecue™. As part of a three-day segment highlighting regional barbecue styles, Hagood will cook-off against North Carolina pitmaster Ed Mitchell in Rockefeller Plaza.

With his 27ft long, double-decker "Big Red Rig" in tow, Hagood is equipped to introduce America to South Carolina's diversity of barbecue sauces - showcasing his famous pulled pork shoulder served with samplings of BlackJack Barbecue™ mustard, vinegar and tomato based sauces. He will also highlight other regional dishes such as Lowcountry Red Rice and his mother's coleslaw recipe that uses local Rockland Plantation Artichoke Relish for added kick.

Beyond barbecue, Hagood has combined his own BlackJack and Tidewater products with the well-known Charleston Favorites and Rockland Plantation specialty food lines to create the Food for the Southern Soul™ umbrella. From shrimp sauce and dry rubs to stone-ground grits and artichoke relish, Hagood is keeping the tradition of soulful southern food alive online at www.foodforthesouthernsoul.com.

To or more information about the SC Specialty Food Association, contact Jackie Moore, SC Department of Agriculture, 803-734-2144, jmoore@scda.sc.gov or visit <http://www.scsfa.org>.

*** end ***

Contact:

Becky Walton, 803-734-2182, bwalton@scda.sc.gov

Stephen Hudson, 803-734-0648, sdhudson@scda.sc.gov